

This listing of claims will replace all prior versions and listings of claims in the Application.

LISTING OF CLAIMS:

1. **(Previously Presented)** A method for enabling a user to transact an anonymous on-line transaction, the method comprising:
 - displaying a transaction interface that includes on-line transaction information;
 - concurrently displaying an anonymous user interface along with the transaction interface, wherein the anonymous user interface provides the user with a plurality of options that enable the user to initiate an on-line transaction;
 - accessing a first profile comprising user data when the user activates at least one of the plurality of options associated with the anonymous user interface;
 - generating a second profile linked to the first profile, wherein the second profile comprises anonymous data associated with the user; and
 - communicating, without user interaction, the anonymous data from the second profile to the transaction interface to enable completion of the on-line transaction.
2. **(Original)** The method of claim 1, wherein the anonymous data further comprises:
 - a single use transaction number that is associated with a user credit card account.
3. **(Original)** The method of claim 1, wherein the anonymous data further comprises:
 - an alias name that substitutes for the user's legal name.
4. **(Original)** The method of claim 1, wherein the anonymous data further comprises:

an anonymous address that is associated with a user's delivery address.

5. **(Original)** The method of claim 1, wherein the step of accessing a first profile further comprises:

accessing the first profile over a secured communication path.

6. **(Previously Presented)** A system for enabling a user to transact an anonymous on-line transaction, the system comprising:

a transaction interface that displays on-line transaction information;

an anonymous user interface displayed concurrently with the transaction interface,

wherein the anonymous user interface provides a user with a plurality of options to enable the user to initiate an on-line transaction;

a profile access initiator that accesses a first profile when the user activates at least one of the plurality of options associated with the anonymous user interface, wherein the first profile comprises user data;

a profile generator that generates a second profile linked to the first profile, wherein the second profile comprises anonymous data associated with the user; and

an anonymous data communicator that communicates, without user interaction, the anonymous data from the second profile to the transaction interface to enable completion of the on-line transaction.

7. **(Original)** The system of claim 6, wherein the anonymous data further comprises:

a single use transaction number that is associated with a user credit card account.

8. **(Original)** The system of claim 6, wherein the anonymous data further comprises:
an alias name that substitutes for the user's legal name.
9. **(Original)** The system of claim 6, wherein the anonymous data further comprises:
an anonymous address that is associated with a user's delivery address.
10. **(Original)** The system of claim 6, wherein the profile access initiator further comprises:
a secure access initiator for accessing the first profile over a secured communication path.
11. **(Previously Presented)** A system for enabling a user to transact an anonymous on-line transaction, the system comprising:
a transaction interface that displays on-line transaction information;
an anonymous user interface that enables the user to initiate an on-line transaction;
a profile access initiator that accesses a first profile when the user activates at least one of the plurality of options associated with the anonymous user interface, wherein the first profile is stored locally on a user terminal and includes user data;
a profile generator that generates a second profile that is linked to the first profile,
wherein the second profile comprises anonymous data associated with the user; and

an anonymous data communicator that communicates, without user interaction, the anonymous data from the second profile to the transaction interface to enable completion of the on-line transaction.

12. **(Previously Presented)** The system of claim 11, wherein the anonymous data further comprises:

a single use transaction number that is associated with a user credit card account.

13. **(Previously Presented)** The system of claim 11, wherein the anonymous data further comprises:

an alias name that substitutes for the user's legal name.

14. **(Previously Presented)** The system of claim 11, wherein the anonymous data further comprises:

an anonymous address that is associated with a user's delivery address.

15. **(Previously Presented)** The system of claim 11, wherein the profile access initiator further comprises:

a secure access initiator for accessing the first profile over a secured communication path.

16. **(Previously Presented)** A method for enabling a user to transact an anonymous on-line transaction via an Internet browser, the method comprising:

providing an Internet browser interface that includes a transaction interface having on-line transaction information;

providing an anonymous shopping interface;

concurrently displaying the anonymous shopping interface along with the transaction interface, wherein the anonymous shopping interface is displayed whenever the Internet browser interface is displayed;

accessing a first profile comprising user data when the user activates at least one of the plurality of options associated with the anonymous user interface;

generating a second profile linked to the first profile, wherein the second profile comprises anonymous data associated with the user; and

communicating the anonymous data from the second profile to the transaction interface to enable completion of the on-line transaction.

17. **(Previously Presented)** A system for enabling a user to transact an anonymous on-line transaction using an Internet browser, the system comprising:

an Internet browser interface that includes a transaction interface having on-line transaction information;

an anonymous shopping interface displayed concurrently with the transaction interface that enables the user to initiate an on-line transaction, wherein the anonymous shopping interface is displayed whenever the Internet browser interface is displayed;

a profile access initiator that accesses a first profile when the user activates at least one of the plurality of options associated with the anonymous user interface;

a profile generator that generates a second profile that is linked to the first profile,
wherein the second profile comprises anonymous data associated with the user; and
an anonymous data communicator that communicates the anonymous data from the
second profile to the transaction interface to enable completion of the on-line transaction.

18. **(Previously Presented)** The system of claim 17 wherein the anonymous shopping interface is an anonymous shopping toolbar.

19. **(Previously Presented)** The system of claim 17 wherein the anonymous shopping interface is a window overlaying the transaction interface.

20. **(New)** A system for enabling a user to transact an anonymous on-line transaction, the system comprising:

a transaction interface that displays on-line transaction information;
an anonymous user interface displayed concurrently with the transaction interface,
wherein the anonymous user interface provides a user with options to generate anonymous credit card data and anonymous delivery data;
a profile access initiator that accesses a first profile when the user activates at least one of the options associated with the anonymous user interface, wherein the first profile comprises user data;

a profile generator that generates a second profile linked to the first profile, wherein the second profile comprises anonymous data associated with the user; and

an anonymous data communicator that communicates, without user interaction, the anonymous data from the second profile to the transaction interface to enable completion of the on-line transaction.

21. (New) A method of enabling a user to transact an anonymous on-line transaction, the method comprising:

displaying a transaction interface that includes on-line transaction information;

concurrently displaying an anonymous shopping toolbar, wherein the anonymous shopping toolbar presents options to the user for generating anonymous credit card information and anonymous delivery information;

receiving a first request to generate the anonymous credit card information;

receiving a second request to generate the anonymous delivery information;

transmitting the first request to a first information broker; and

transmitting the second request to a second information broker.

22. (New) The method of claim 21, wherein the first information broker is a credit card company and wherein the method further comprises:

generating a single use credit card number for the user to submit to an on-line merchant to complete the on-line transaction.

23. (New) The method of claim 21, wherein the second information broker is a delivery service company and wherein the method further comprises:
- generating an anonymous address associated with the user;
 - inserting the anonymous address into an address field at the transaction interface; and
 - upon receipt of a shipment for the user at the anonymous address, routing the shipment to the user's real address.